

# Exhibit 3

# EXHIBIT I



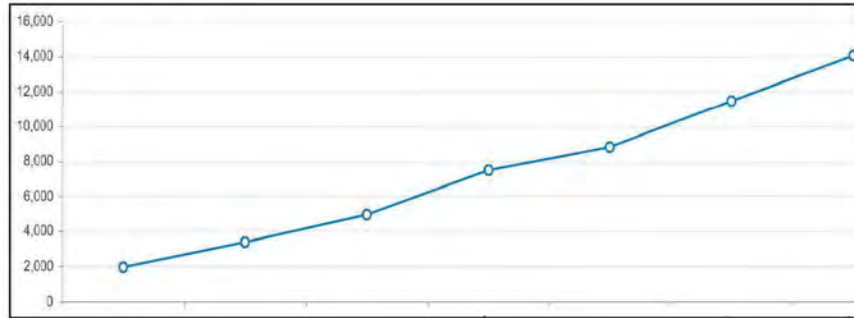
# Revitalyte Update

August 2021

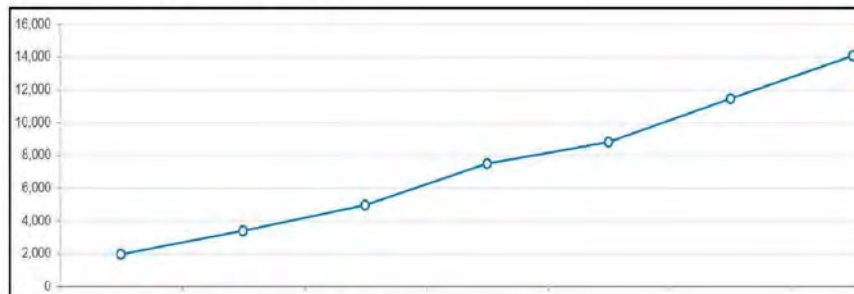


# Momentum is Building!

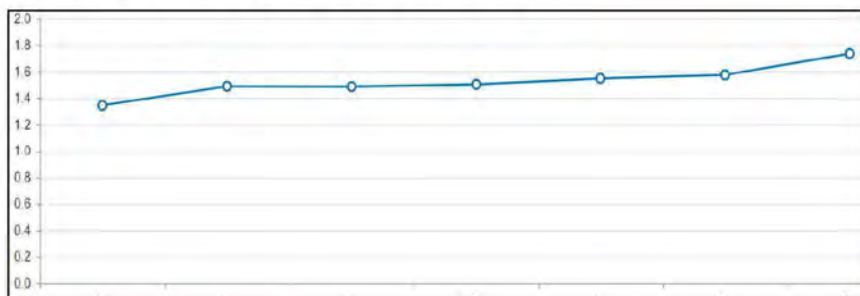
Units Sold



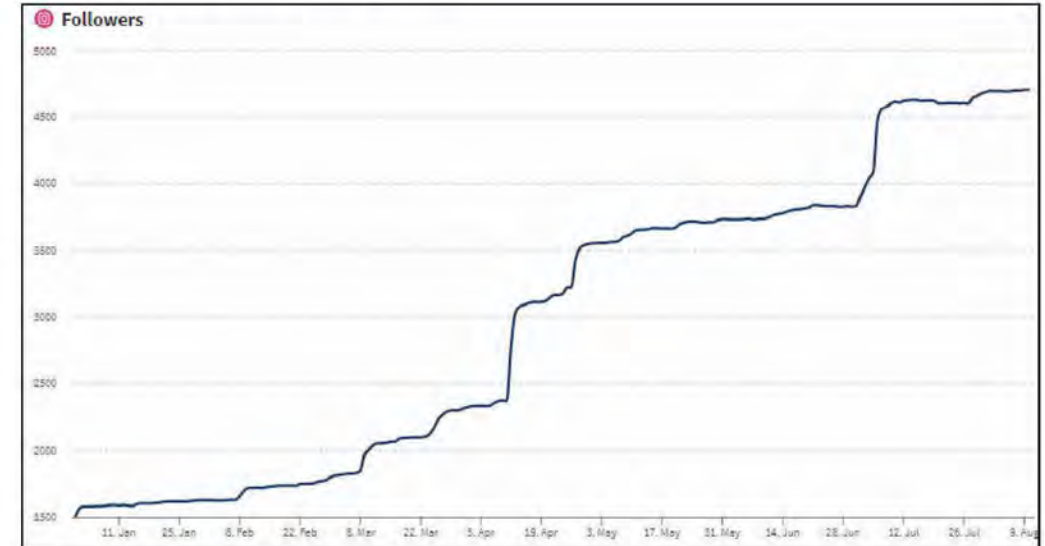
Monthly Did Buys



Rate of Sale (per Placement)



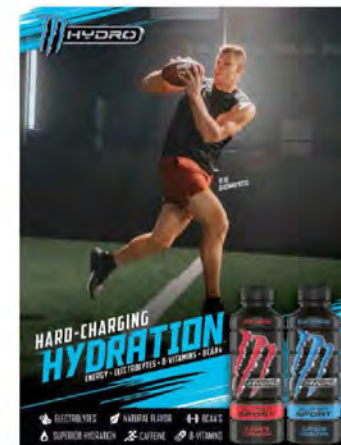
Instagram Followers



Google Trends



# “Functional Hydration” Category is Booming



## Nestlé Acquires Hydration Platform Brand Nuun



## LIFE AID RAISES \$20M IN SERIES C ROUND

AUG. 10, 2021  
LIFE AID Beverage Co. announced this week that it has raised \$20 million in an oversubscribed Series C financing round. The capital will go towards supporting the brand's growth in retail in the U.S. and overseas, as well as funding new innovation and c-suite level hires.

## Electrolit ZERO INSTANT HYDRATION ALL THE TASTE



## Liquid I.V. Acquired by Unilever























## Hydrant Closes \$8.5M Funding Round





# Revitalyte Is Differentiated from the Competition



	Pedialyte	Electrolit	Gatorlyte	Biolyte	Shots / Powders	Revitalyte
<i>Pharmaceutical Grade Quality</i>						
<i>W.H.O. &amp; UNICEF Approved Formula</i>						
<i>Proper Ratio of H2O, Sugars, &amp; Salts</i>						
<i>Sold Next to Beer, Wine, and Liquor</i>						
<i>Hangover &amp; Recovery Focused Branding</i>						
<i>Powerful Promotional Marketing Engine</i>						

# There Is “Built-In-Demand” For a Product Like Revitalyte

## Revitalyte Saves a Trip to the Baby Aisle....

- ✓ Identical in formula to Pedialyte, but with a less medicinal taste and texture which appeals specifically to Adults
- ✓ FDA Certified “Medical Food” for the treatment of mild to moderate dehydration (all label claims backed by medical research!)
- ✓ Suggested retail price is in-line with the category at ~\$2.99-\$3.50 per 16.9oz serving
- ✓ Provides incremental revenue to liquor stores as Revitalyte is an add-on purchase for alcohol consumers
- ✓ Brand partner of Barstool Sports, one of the largest and fastest growing media companies in the U.S. (other partners include Pink Whitney, High Noon, and Owen’s Mixers)





# Placement is Key!

## Top Accounts Place Us "Front and Center" Early On...

Top Accounts YTD	State	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	TTL YTD	Trend
PARTY SOURCE	KY	6	14	28	97	54	118	108	425	
ARGONAUT WINE & LIQUORS	CO	39	22	38	51	41	65	23	279	
ROXY S MARKET	MT	14	62	62	27	5	45	26	241	
FRANK ANTHONY S GOURMET	MA	30	10	36	34	34	28	31	203	
FIVE STAR LIQUOR - SWENSON	NV	0	0	15	32	49	58	48	202	
EXXON HENDERSONVILLE	TN	6	15	11	30	26	53	56	197	
THE CITY TOBACCO & BEV	NH	0	3	38	45	24	24	54	188	
HAZEL S BEVERAGE WORLD	CO	24	26	30	25	20	32	24	181	
TOWN PUMP BOZ COTWD 1095	MT	0	0	0	38	23	53	59	173	
MACTAGGART S	WI	18	32	26	52	9	18	16	171	
JUNGLE JIMS EASTGATE	OH	0	21	30	44	8	32	28	163	
KROGER #465	OH	30	23	21	22	20	33	14	163	
BEACH LIQUOR	DE	0	0	0	10	27	45	80	162	
WINE BEER & SPRITS ( 4AFF)	NE	12	14	27	19	20	33	27	152	
RANCH MARKET TOO	CA	2	6	6	27	31	31	48	151	
ALL OTHERS	NA	1,946	3,340	4,896	7,214	9,525	11,789	14,636	53,346	
<b>TTL</b>		<b>2,127</b>	<b>3,588</b>	<b>5,264</b>	<b>7,767</b>	<b>9,916</b>	<b>12,457</b>	<b>15,278</b>	<b>56,397</b>	



## Starting with 6+ Cases Leads to 1.6x Monthly Sales Increase...

Cases Sold	Jan	Feb	Mar	Apr	May	Jun	Jul	TTL	Trend
< 6 First Buy	977	1,705	2,865	3,888	5,481	6,939	8,156	30,010	
>= 6 First Buy	1,150	1,883	2,400	3,879	4,435	5,518	7,123	26,387	
<b>TTL</b>	<b>2,127</b>	<b>3,588</b>	<b>5,264</b>	<b>7,767</b>	<b>9,916</b>	<b>12,457</b>	<b>15,278</b>	<b>56,397</b>	
Did Buys	Jan	Feb	Mar	Apr	May	Jun	Jul	TTL	Trend
< 6 First Buy	427	725	1,047	1,414	1,798	2,059	2,213	9,683	
>= 6 First Buy	117	263	451	703	962	1,266	1,630	5,392	
<b>TTL</b>	<b>544</b>	<b>988</b>	<b>1,498</b>	<b>2,117</b>	<b>2,760</b>	<b>3,325</b>	<b>3,843</b>	<b>15,075</b>	
Average Cases / Month	Jan	Feb	Mar	Apr	May	Jun	Jul	TTL	Trend
< 6 First Buy	2.29	2.35	2.74	2.75	3.05	3.37	3.69	3.10	
>= 6 First Buy	9.83	7.16	5.32	5.52	4.61	4.36	4.37	4.89	
<b>TTL</b>	<b>3.91</b>	<b>3.63</b>	<b>3.51</b>	<b>3.67</b>	<b>3.59</b>	<b>3.75</b>	<b>3.98</b>	<b>3.74</b>	
<b>% Improvement</b>	<b>4.3x</b>	<b>3.0x</b>	<b>1.9x</b>	<b>2.0x</b>	<b>1.5x</b>	<b>1.3x</b>	<b>1.2x</b>	<b>1.6x</b>	





# Displays Are Critical for Securing Floor Space



**REVITALYTE BLACK LABEL METAL  
RACK**

SKU: 639757

**\$100.00 / EA**



**ORDER 10+ RACKS  
AND GET \$10 OFF PER RACK**  
DISCOUNT TAKEN AT INVOICING

**REVITALYTE BLACK LABEL PLASTIC  
RACK**

SKU: 639758

**\$50.00 / EA**



**REVITALYTE COUNTER TOP CASE  
CARD**

SKU: 635907

**\$5.00 / PAK**

Case Pack: 5EA

# Revitalyte Works Best Where Customers Can See It

## "GOOD"



- ✓ In the NA aisle or cooler next to mixers and sodas
- ✓ Good visibility so customers can recognize the bottle
- ✓ Give's the customer a "home base" to find the product

## "BETTER"



- ✓ At the counter to encourage last-minute purchase
- ✓ Actively sold by the cashier as an add-on
- ✓ Instant product recognition from packaging

## "BEST"



- ✓ Best visibility in the store to draw immediate recognition
- ✓ "Proud Partner of Barstool Sports" featured on display
- ✓ Encourages volume selling (full case purchases)



# Powerful Cross-Merchandising Opportunities





# Gubna's Keys to Successful Selling

## Find the Young People

If the buyer is older and doesn't quite understand the product, find a younger employee who is more likely to understand Revitalyte and ask them what they think!



## Leverage Social Media

Make sure that owners know they can use our social media accounts to drive traffic to their stores. This tactic has proven to be a very effective method for launch.



## Leave a Few Samples

Leave a bottle or two behind so that its visible at the registers. Customers will notice the bottle and mention their surprise/delight to the cashier, increasing the likelihood of an eventual sale



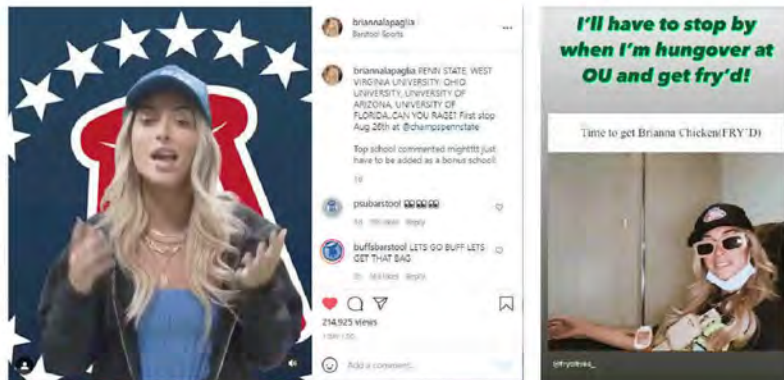


# Lots of Marketing Support This Fall....

## Presence at Major College Football Tailgates

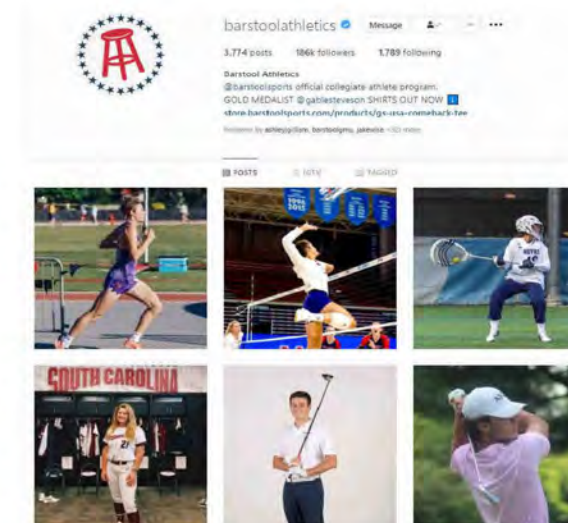


## PlanBri "Back-to-School" Presenting Sponsor



<https://www.instagram.com/p/CSX5KqNnNWf/>

## Viceroy / Barstool Athletics Activations



## Barstool Bites Menu Partner



## Arizona Bowl shuns TV, takes digital plunge with Barstool

*The Arizona Bowl has wrestled with how to stand out on television when there are dozens of postseason college football games flooding the airwaves in late December and early January.*

By DAVID BRANDT AP Sports Writer  
August 16, 2021, 2:18 PM • 4 min read

## "Always On" Content



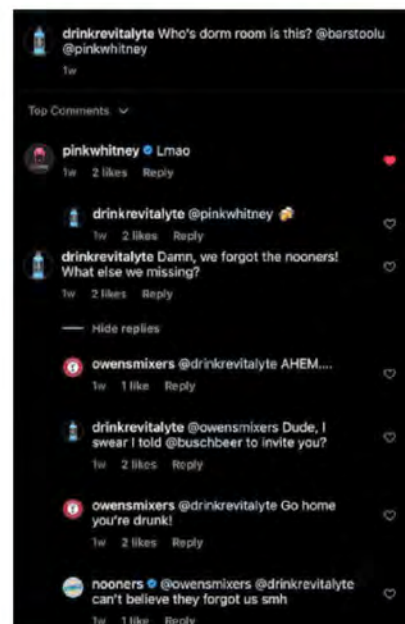
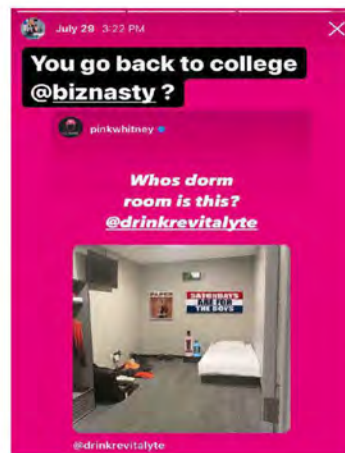




## YTD Highlight Reel



# On the Web



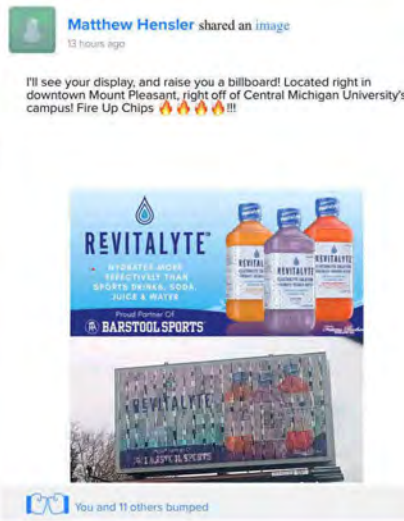
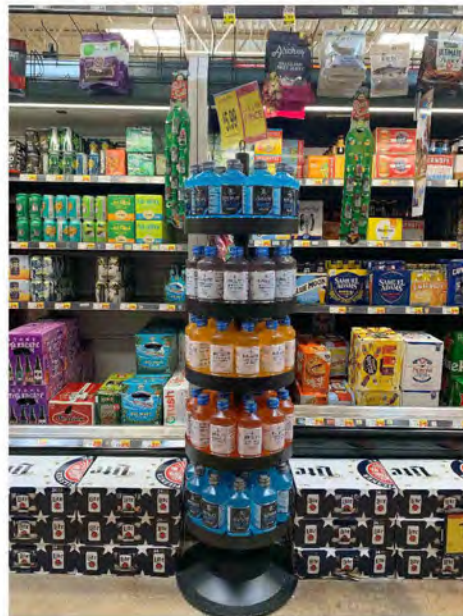


# In the Background





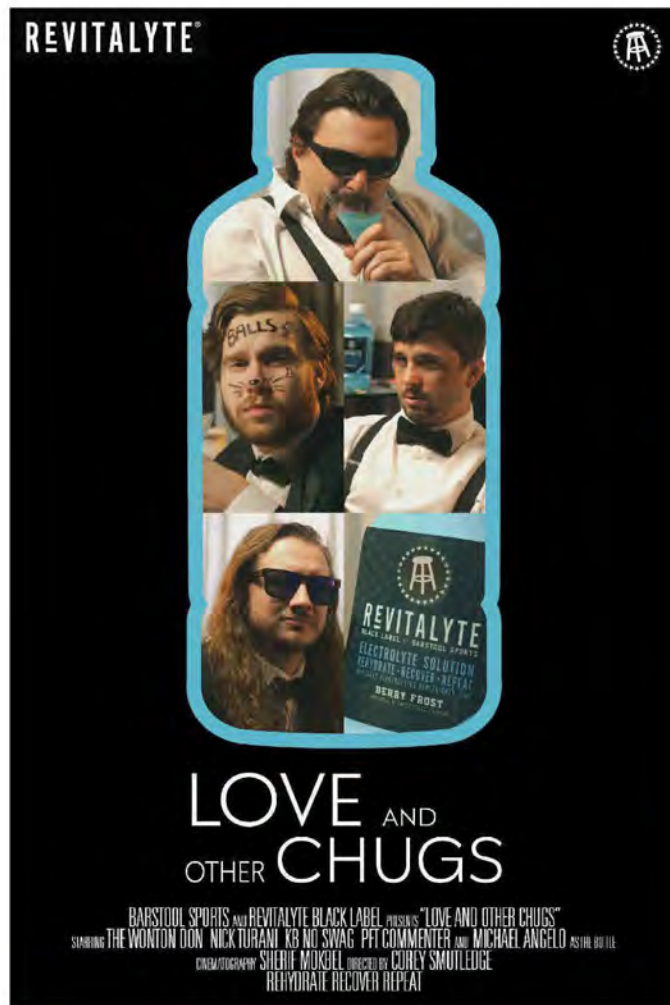
# In the Wild





# "Love and Other Chugs"

Barstool Sports and Revitalyte have joined forces to bring viewers an instant classic. Critics are raving, "Love and Other Chugs" is a thoughtful critique of romance in the 21st century. Featuring a star-studded cast and eye-popping special effects, "Love and Other Chugs" will leave audiences thirsty for more...



<https://www.youtube.com/watch?v=L0tIrpqYDws>



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<https://www.youtube.com/watch?v=A-TiR63OIbk>